CONTRACT



WSFA 12 East Delano Ave. Montgomery, AL 36105 (334) 288-1212

www.wsfa.com

And:

Front Line Strategies 526 East Park Avenue Tallahassee, FL 32301

	Contract / Revision			Alt Order #		
	1806151	1		08775774		
Product						
ROY MOORE FOR SENAT	E					
Contract Dates	Estimate #					
09/05/17 - 09/10/17						
Advertiser			Original Date / Revision			
POL/Moore, Roy/Senate			0	8/31/17	/ 08/31/17	
	Billing Cycle	Billing Calendar		endar	Cash/Trade	
	EOM/EOC	Broadcast			Cash	
	Property	Account Executive		xecutive	Sales Office	
	WSFA '	Ryan Eddins		ns	HRP-Washingt	
	Special Hand	iling				
	Demographic					
	Adults 35+					
	Agy Code	Adverti	ser	Code	Product 1/2	
	Agency Ref			<u>Advertiser</u>	Ref	

	Start/End	Spots/		
*Line Ch Start Date End Date Description	Time	Days Length Week Rate	Type Spots	Amount
N 1 WSFA 09/05/17 09/08/17 Today In Alabama <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/04/17 09/10/17 -TwTF 4	6a-7a <u>Rate</u> \$175.00	:30	NM 4	\$700.00
N 2 WSFA 09/05/17 09/08/17 NBC Today Show	7-9am <u>Rate</u> \$115.00	:30	NM 4	\$460.00
N 3 WSFA 09/10/17 09/10/17 NET NBC Sunday Today S Start Date	hc7-8a <u>Rate</u> \$45.00	:30	NM 1	\$45.00
N 4 WSFA 09/10/17 09/10/17 NET NBC Meet The Press Start Date End Date Weekdays Spots/Week Week: 09/04/17 09/10/17 1 1	8-9a <u>Rate</u> \$45.00	:30	NM 1	\$45.00
N 5 WSFA 09/10/17 09/10/17 WSFA News Sunday AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/04/17 09/10/171 1	9-930a <u>Rate</u> \$20.00	:30	NM 1	\$20.00
N 6 WSFA 09/05/17 09/08/17 NBC Today 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/04/17 09/10/17 -TWTF 4	9-10am <u>Rate</u> \$50.00	:30	NM 4	\$200.00
N 7 WSFA 09/05/17 09/08/17 NBC Today Show 3 Start Date End Date Weekdays Spots/Week Week: 09/04/17 09/10/17 -TWTF 4	10-11am <u>Rate</u> \$50.00	:30	NM 4 .	\$200.00
N 8 WSFA 09/05/17 09/08/17 WSFA 12 News at Noon	12-1230pm <u>Rate</u> \$100.00	:30	NM 4	\$400.00
N 9 WSFA 09/05/17 09/08/17 WSFA 12 NEWS AT 4PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/04/17 09/10/17 -TWTF 4	M-F 4-430P <u>Rate</u> \$60.00	:30	NM 4	\$240.00
N 10 WSFA 09/05/17 09/08/17 WSFA 12 NEWS AT 4PM Start Date End Date Weekdays Spots/Week	M-F 430-5P <u>Rate</u>	:30	NM 4	\$300.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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Contract / Re	vision	Alt Order #
1806151	1	08775774

 Contract Dates
 Product
 Estimate #

 09/05/17 - 09/10/17
 ROY MOORE FOR SEN

*Line Ch Start I	Date End Da	ate Description	on	Start/End Time	Days	Spots/ Length Week	Rate	Туре	Spots	Amount
Start Date Week: 09/04/17	End Date 09/10/17	Weekdays -TWTF	Spots/Week 4	<u>Rate</u> \$75.00						
N 11 WSFA 09/05/ <u>Start Date</u> Week: 09/04/17	/17 09/08/1 <u>End Date</u> 09/10/17	7 WSFA 12 <u>Weekdays</u> -TWTF	News at Five <u>Spots/Week</u> 4	5-530pm <u>Rate</u> \$185.00		:30	•	MM	4	\$740.00
N 12 WSFA 09/05/ <u>Start Date</u> Week: 09/04/17	/17 09/08/1 <u>End Date</u> 09/10/17	7 WSFA 12 <u>Weekdays</u> -TWTF	News at Six - MF <u>Spots/Week</u> 4	6-630pm <u>Rate</u> \$350.00		:30		MM	4	\$1,400.00
N 13 WSFA 09/05/ <u>Start Date</u> Week: 09/04/17	/17 09/08/1 <u>End Date</u> 09/10/17	7 WSFA 12 <u>Weekdays</u> -TWTF	News at Ten - MF <u>Spots/Week</u> 4	10-1035pm <u>Rate</u> \$275.00		:30		MM	4	\$1,100.00
N 14 WSFA 09/10/ <u>Start Date</u> Week: 09/04/17	17 09/10/1 <u>End Date</u> 09/10/17	7 WSFA 12 <u>Weekdays</u> 1	News at Ten - Sur <u>Spots/Week</u> 1	n 10-1030pm <u>Rate</u> \$300.00		:30	•	MM	1	\$300.00
N 15 WSFA 09/10/ Start Date Week: 09/04/17	17 09/10/1 End Date 09/10/17	7 Late News <u>Weekdays</u> 1	Spots/Week 1	1030p-11p <u>Rate</u> \$150.00		:30		NM	1	\$150.00
					Totals		,		45	\$6,300.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/28/17 -09/10/17	45	\$6,300.00	(\$945.00)	\$5,355.00
Totals	45	\$6,300.00	(\$945.00)	\$5,355.00

Signature:	Date:	
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FAX# RISK !!! AGENCY REP: TEL# 703-528-9387 CREDIT ADVISORY: AGEN

TRF# 1806151 #0 \$\$\$

MOD# 0: APPROVED REV

8775774

HEADLINE#

REP \$\$\$

SEP6/17 12.02 ** WSFA-TV *** *** WSFA-TV FROM STATION **CHANGES** REPORT CREDIT HARRIS ORDER WORKSHEET

703-516-9680

.02 12 # SALESMAN SEP6/17 REGIONAL (H) RYAN EDDINS DATE BAGINSKI LOCAL OFF.# JOSH WA-CLASS: NATL PRSN BUYER NAME SALES REP.# INVOICE) NEEDED ORDER, BILLING (LINE, COLOP MOORE/R/SEN/AL FRONT LINE STRATEGIES COMMENTS: EAST PARK AVENUE 8775774 32301 F # TALLAHASSE CONTRACT ¥Κ POLI/R EST# SEP10/17 526 STATE TAX SENATE NAME NAME FOR AGY. ADV. SEP5/17 ROY MOORE DATES CITY TAX # FLIGHT # ORDER PRDCT ADV AGY

STA:

A CASH IN ADVANCE SCHEDULE

N

SIHL ****

CON CM

SENATE ROY MOORE FOR TO PRINT NO BUYS

MISSED: SUN/900A-930A STATION MAKEGOOD OFFERS: BUY#5 UNRESL

TU-F/1000P-1035P SUN/1000P-1030P OFFER: SUN/730P-1030P BUY#13 BUY#14

LINES EP8 SEP8 THANKS, DENICE Ø NO AVAILS. & FRI/1235A-105A CMT:LN 5 NA DUE TO FRI/500A-530A CMT: CONFIRM ASAP! ৺

\$6,300.00 TOTAL CONTRACT TOTAL

PLS ADVISE

PLEASE

\$10.00 NFL AIRING

9

DUE

K Z

14

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13

\$85.00

(SEP6/17)

\$20.00 \$275.00 \$300.00 \$500.00

30 S 30 S 30 S 30 S 30 S 30 S

SEP10 SEP7 SEP10 SEP10

> AVAILABLE INFORMATION NOT YET COMPETITIVE

\$6,300.00

SEP/17

SVC- NSI DEMOS-'RA35+*

FAX# AGENCY 703-528-9387 REP: TEL# 703-528 CREDIT ADVISORY: ORDER WORKSHEET TRF# 1806151 #0 \$\$\$

MOD# 0: APPROVED REV

8775774

HEADLINE#

SEP7/17 12.23 *** WSFA-TV *** FROM STATION * * CHANGES * * RISK !!! REPORT CREDIT HARRIS

703-516-9680

.23 12 # /17 SALESMAN REGIONAL DATE SEP7 (H) RYAN EDDINS BAGINSKI LOCAL OFF.# JOSH WAA NATE. PRSN BUYER NAME CLASS: SALES **REP.#** INVOICE) NEEDED ORDER, BILLING (LINE, CO-OB MOORE/R/SEN/AL STRATEGIES COMMENTS: PARK AVENUE 8775774 32301 FL # TALLAHASSE, LINE CONTRACT WKI EAST POLI/R EST# FRONT SEP10/17 526 STATE TAX SENATE NAME NAME AGY. FOR ADV. SEP5/17 ROY MOORE DATES TAX FLIGHT # ORDER PRDCT CILX ADV AGY

STA:

**** SCHEDULE CASH IN ADVANCE Ø N THIS **** CON CM

TU-F/1000P-1035P MISSED: SUN/900A-930A SENATE NO BUYS TO PRINT STATION MAKEGOOD OFFERS ROY MOORE FOR BUY#5 BUY#13 UNRESL

\$20.00 \$275.00 \$300.00 \$500.00 \$85.00 NA DUE \$ 14 308 308 308 308 308 THANKS, DENICE LINES 13 NO AVAILS SEP10 SEP7 SEP10 SEP10 SEP8 SEP8 PLEASE CONFIRM ASAP! OH DUE CMT: RE-SEND. LN 5 NA SUN/1000P-1030P OFFER: SUN/730P-1030P FRI/1235A-105A FRI/500A-530A CMT: AIRING. ٧ð ಭ BUY#14

CONTRACT TOTAL \$6,300.00

\$6,300.00

TOTAL

ADVISE

PLS

NEL

H O

(SEP7/17)

AVAILABLE YET INFORMATION NOT COMPETITIVE

SEP/17

SVC- NSI DEMOS- RA35**

REP: TEL# 703-528-9387 CREDIT ADVISORY: AGEN ORDER WORKSHEET HEADLINE# 8775774 TRF# 1806151 MOD# 1: APPROVED REV #0 \$\$\$ REP \$\$\$

SEP15/17 16.30 *** WSFA-TV *** FROM STATION **CHANGES** RISK !!! REPORT F CREDIT HARRIS AGENCY

703-516-9680

FAX#

SALESMAN OFF.# REP.# MOORE/R/SEN/AL FRONT LINE POLI/R NAME NAME AGY. ADV. # # ADV

REGIONAL (H) EDDINS BAGINSKI LOCAL RYAN JOSH WA-CLASS: NATL. PRSN BUYER NAME SALES INVOICE) ORDER, (LINE, STRATEGIES COMMENTS: 526 EAST PARK AVENUE 32301 8775774 년 # TALLAHASSE CONTRACT WK-1EST# SEP10/17 SENATE FOR FLIGHT DATES SEP5/17 ROY MOORE ORDER PRDCT AGX

CO-OF STATE TAX TAX CITY

BILLING NEEDED

6.30

SEP15/17

DATE

**** CASH IN ADVANCE SCHEDULE Ø THIS IS S STA: CON

SENATE TO PRINT MAKEGOOD OFFERS: ROY MOORE FOR STATION NO BUYS

BUY#5 BUY#13 UNRESL

BUY#14

MISSED: SUN/900A-930A TU-F/1000P-1035P SUN/1000P-1030P OFFER: NONE

SEP10 SEP7 SEP10

NA DUE TO NO AVAILS TO CREDIT RE-SEND. IN 5 NA DUE TO NO A AIRING. PLEASE CONFIRM. THANKS, DENICE CMT:9/15 RE-SEND.9/13 REVISED TO CRED. CMT:LNS 13 & 14 NA DUE TO NFL AIRING.

\$6,300.00

TOTAL

CONTRACT TOTAL

(SEP15/17)

\$20.00 \$275.00 \$300.00

308 308 308

YET AVAILABLE COMPETITIVE INFORMATION NOT

\$6,300.00

SEP/17

SVC- NSI DEMOS- RA35+*